



Illinois Wesleyan University Digital Commons @ IWU

John Wesley Powell Student Research
Conference

2011, 22nd Annual JWP Conference

Apr 9th, 2:35 PM - 3:35 PM

The Nose Knows: Business, National Identity, and the French Perfume Industry


Whitney Wilkerson

Illinois Wesleyan University

Scott Sheridan, Faculty Advisor

Illinois Wesleyan University

Follow this and additional works at: <http://digitalcommons.iwu.edu/jwprc>

 Part of the [Other Languages, Societies, and Cultures Commons](#)

Whitney Wilkerson and Scott Sheridan, Faculty Advisor, "The Nose Knows: Business, National Identity, and the French Perfume Industry" (April 9, 2011). *John Wesley Powell Student Research Conference*. Paper 23.
<http://digitalcommons.iwu.edu/jwprc/2011/posters2/23>

This Event is brought to you for free and open access by The Ames Library, the Andrew W. Mellon Center for Curricular and Faculty Development, the Office of the Provost and the Office of the President. It has been accepted for inclusion in Digital Commons @ IWU by the faculty at Illinois Wesleyan University. For more information, please contact digitalcommons@iwu.edu.

©Copyright is owned by the author of this document.

Poster Presentation P50

**THE NOSE KNOWS: BUSINESS, NATIONAL IDENTITY, AND THE
FRENCH PERFUME INDUSTRY**

Whitney Wilkerson and Scott Sheridan*

French and Francophone Studies Department, Illinois Wesleyan University

The perfume industry has become both a source of income and national pride for France. Many of the luxurious fragrances created in French perfumeries have gained worldwide renown, catapulting the industry from its simple agricultural roots in perfume houses to a lucrative industrial enterprise, representing nearly 11% of the global sales figure. France alone represents 30% of the global market in the perfume industry. This presentation examines the historical links of perfume to high fashion and the current marketing tactics used in France to promote the perfume industry and tourism for those seeking the ultimate destination for designer fashion. In addition, this presentation explores the fabrication and categorization of fragrance, both of which contribute to the exclusive mystique of the perfume industry. The presentation also explores the economic benefit of perfumeries for France, as well as the economic influence of the industry on an international scale.